



**FACTORS AFFECTING THE PURCHASE OF GREEN PRODUCTS AMONG THE  
SELECTED MILLENNIALS IN MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**JANUARY 2019**

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**Submitted In Partial Fulfilment of the Requirement for the Bachelor of Business  
Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

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“DECLARATION OF ORIGINAL WORK”**

I, Puteri Aliah Athirah binti Megat Nor Mazlan (950518145562)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **Letter of Submission**

JANUARY 2019

The Head of Program  
Bachelor in Business Administration (Hons) International Business  
Faculty of Business Management  
Bandaraya Melaka  
Melaka

Dear Sir/Madam

### **SUBMISSION OF PROJECT PAPER**

Attached is the project title “**FACTORS AFFECTING THE PURCHASE OF GREEN PRODUCTS AMONG THE SELECTED MILLENNIALS IN MELAKA**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UITM)

Thank You,

Yours Sincerely,

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**PUTERI ALIAH ATHIRAH BINTI MEGAT NOR MAZLAN**

(2015146121)

Bachelor in Business Administration (Hons) International Business

## **ABSTRACT**

Green purchasing have become an interesting topic to be debate especially among young generation. The attempt of this research is to study the factors affecting the purchase of green products among the selected millennial in Melaka. This research are aiming to study about the relationship between dependent variable which is green purchasing and independent variable which are social influence, perceived environmental knowledge, eco-labelling, and exposure to environmental messages through the media. This research is distributed in Melaka, specifically at the University Technology MARA Bandaraya Melaka, Melaka Sentral Bus Terminal, Tesco Mall Bandaraya Melaka, Aeon Mall Bandaraya Melaka, Mahkota Parade and Dataran Pahlawan area. A set of 384 questionnaires are distributed among students, staffs, and public person who are willingly to contribute in this study. Out of 384 data collected, only 259 data are analyse in this study using Descriptive Analysis, Reliability Analysis, Correlation Analysis and Multiple Regression Analysis. The analysis is conducted using SPSS software version 25. The result of the study are expected to be that there is a relationship between dependent variables and independent variables of the study.

## **Keywords**

Green Purchasing, Social Influence, Perceived Environmental Knowledge, Eco labelling, Exposure to Environmental Messages through Media, Green Product